

Automobiling Reflects El Paso Prosperity

Annual Expenditure of \$2,000,000 a Year

EL PASO'S automobiles increased over 55 percent this past year. On Aug. 15, 1912, the total number of registered automobiles in El Paso was 1663. On the same date this year, the total number registered was 2585, an increase of 922, or a little over 55 percent in 12 months.

Since the first of the year 1913, the increase has been over 22 percent. On Jan. 1, 1913, the total number of registered cars in El Paso was 1280, and on Aug. 15 it was 1665, an increase of 485 cars or over 38 percent.

Title in itself shows that El Paso is prosperous financially. But the statistics relative to the annual upkeep of the automobiles in El Paso show it much more so.

\$2,000,000 a Year on Autos.

El Paso has more automobiles than the entire state of New Mexico, the serial numbers of El Paso county and of the state of New Mexico being each above the 1000 mark, and the money spent for automobiles in El Paso in a year easily totals \$2,000,000.

The cost of gasoline, lights and tires alone figure up a total of over a half million dollars a year or to be exact, \$527,250. This is a conservative figure. Add to this, garage rent, repairs, labor in washing and polishing cars, replacement of tools and other minor matters, including repainting and revarnishing, and the total cost of the upkeep of automobiles in El Paso is easily three-quarters of a million dollars a year.

The depreciation on cars exchanged for new ones and the money invested in new cars figures up a million and a quarter a year easily. Thus, El Pasoans spend \$2,000,000 a year for the use of the automobile. Eleven years ago there was not an automobile in the city and 10 years ago there were only about 10.

Conservative Figures.

The figures regarding the outlay for automobiles in El Paso were reached by a careful compilation of the automobile associations. El Paso's total number of automobile licenses reaches close to 1700, but allowing for cars that may have been taken away after securing licenses and for the motorcycles in the number, it is safe to say that there are 1500 cars in El Paso in daily use.

Automobile experts estimate that five times a year is a low average for each car. Taking a 24x4 tire as the average, which is low, if anything, this means an expense of \$200 a year for tires and inner tubes, for each car or \$300,000 a year.

Seven hundred and fifty gallons of gasoline a year is used on an average in a car. This, at the prevailing rate of 17 cents, which is much lower than for many months past, totals \$127,500 per year per car or \$191,250 for 1500 cars.

A car will use on an average of one tank of gas a month for lights. The smallest tanks are \$2.25 in El Paso. Allowing, however, for only \$2 a month and any car will average that much and some much more, the automobile users of El Paso spend \$36,000 a year for lights. Many cars have electric lights, but the contention of the gas makers is that electric lights in the long run are much more expensive, because of the cost for batteries, generators and the extra gasoline consumption necessary to "pull" the generator.

Where the Money Goes.

Rent for storage in garages is \$10 a month. It costs a dollar to wash a car. Oils and grease for lubrication purposes have to be bought, spark plugs have to be changed, tires and tubes have to be patched, and there is a constant expense for small things about a car, including replacements of worn and broken parts, replacement of broken and stolen tools, polishing preparations, chrome skins and cloths for wiping the cars. These all cost money and the total additional expense for the upkeep of the cars in El Paso can easily be figured up at \$2,000,000 a year. In the total expense for the upkeep of cars \$750,000 or three-quarters of a million.

This is one of the best barometers of prosperity in the city, for it shows that the people of El Paso can afford luxuries. The automobile is not a luxury in every sense; many of the cars are maintained for business purposes, but it is estimated that half the cars are maintained almost exclusively for family pleasure.

El Pasoans do not go into debt for cars—only in a very few cases—for the

bankers of El Paso do not encourage such extravagance and will not loan money, even in the most prosperous times, for the purchase of cars. In El Paso, when a man buys a car, he must have the cash. The bank does not help him out.

AUTOS EMPTY THE RURAL CHURCHES

Conference to Remedy Present Dearth of Attendance is Called by the Pastors.

The dwindling country church has become so grave a problem in Kansas that a conference of clergymen and laymen has been called in Manhattan to consider the situation and devise some remedy. All Protestant denominations find themselves affected by the problem, and are making common cause to solve it.

According to report, more than 1200 rural churches in Kansas are in danger of being closed up for want of attendance. The automobile is chiefly to

blame for the situation. So many of the farmers have motor cars, and when Sunday comes the whole family motor to the city, or some nearby town, where there is a big church, an able preacher and fine music. Thus the country church is deserted by many of those best able to contribute to its support. Thus in many cases the rural church is almost abandoned by its own community.

500-MILE MOTOR TRIP

J. P. Church and L. W. Jones, of El Paso, took a 500-mile trip up through New Mexico last week and came home Monday. They visited Carrizozo, White Oaks and Capitan and all around that section. They found all the roads in good condition and improvements being made.

AUTO HIGHWAY GIVEN A BOOST

At Del Rio Meeting 150 Delegates Representing Many Counties Support the Movement.

Del Rio, Tex., Aug. 23—J. S. Gethling, president of the Del Rio Improvement league, presided over the San Antonio-El Paso Highway convention. Urvaldo Crockett, Maverick, Terrell, Presidio Brewster and Kinney county delegates all pledged the support of their counties. Orma had 20 delegates present, Eagle Pass 20 and Brackett eight. These cities all want to be on the proposed auto route if possible. A committee composed of one man

from each county recommended the election of the following officers: D. B. Colp, Bexar county, president; C. K. McDowell, Valverde county, vice president; James Rooney, Pecos county vice president; J. C. Howerton, De Witt county, secretary-treasurer.

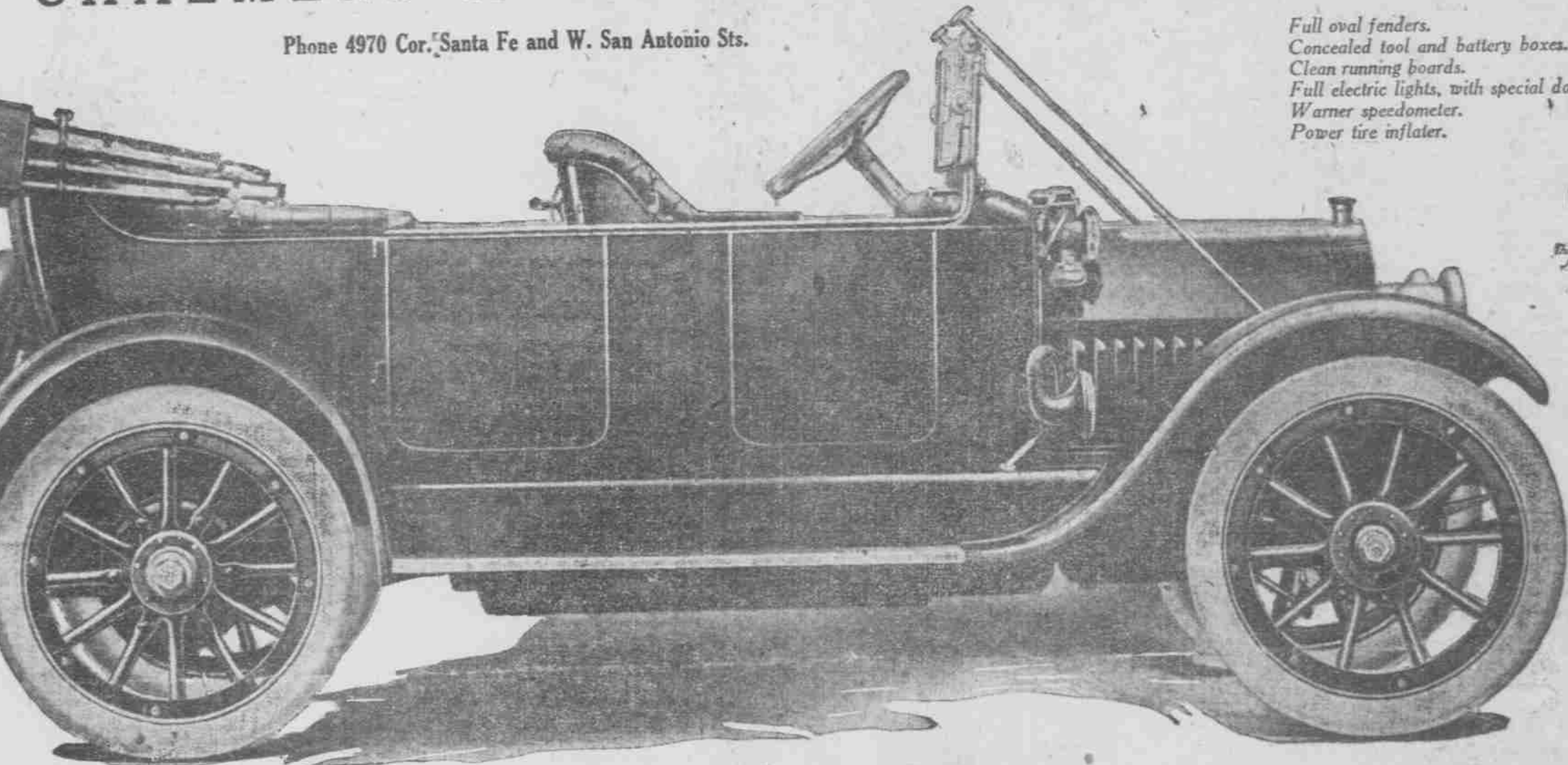
A ballot resulted in the next meeting going to Eagle Pass. The official name of the organization founded is Main Trunk Line of the Southern National Highway Association between Houston and El Paso (Texas division).

NEW MEXICO MAN HERE.

Fred Stokes, of La Vala, N. M., was here during the week on route home from Arizona. He stopped overnight in town. He is driving his Buick five-passenger.

CHALMERS MOTOR CO. OF EL PASO

Phone 4970 Cor. Santa Fe and W. San Antonio Sts.



Full oval fenders.
Concealed tool and battery boxes.
Clean running boards.
Full electric lights, with special dash light.
Warner speedometer.
Power tire inflater.



WITH all of the features which have made the Chalmers "Thirty-Six" the greatest four cylinder value of the past season, and with material improvements in design, the new model is offered at the really sensational price of \$1875, fully equipped with Chalmers silk mohair top, genuine rain-vision windshield, Chalmers patented self starter, Continental demountable rims, Warner speedometer, Gray & Davis full electric lighting system, with special new dash light; new design non-rattling tire carrier, power tire inflater, horn, pump, jack, full set of tools, etc.

Specifications of the Model 19

25 gallon gasoline tank suspended in rear.
Gasoline gauge.
New style locking and non-rattling tire carrier.
Demountable rims—one extra.
Gasoline pressure system.

Axle (Front)—Single piece drop forging, I-beam section of special high-grade axle steel, heat-treated. Timken roller bearings.

Axle (Rear)—Full floating type, pressed steel housing, heat-treated nickel steel drive shafts. Housing specially heat-treated. Timken roller bearings.

Brakes—Two sets of brakes on rear wheel hubs. Service brakes contracting, 14 3/8 inches in diameter, 2 1/4 inch face. Emergency brakes expanding, 14 inches in diameter, 2-inch face. Both sets of brakes lined with heat-proof asbestos composition. Easily adjusted; double acting.

Body—Fore-door touring car, five passengers, sheet steel over wood frame. Leather lined throughout. All doors adjustable for ventilation.

Bearings—Timken roller bearings throughout running gear. Silent type anti-friction annular ball bearings on crank shaft. Anti-friction bearings in transmission.

Carburetor—Float feed automatic type, hot water jacketed. Dash port auxiliary air intake gives greatest economy and quickest acceleration. Gasoline supply valve adjustment on dash.

Clutch—Multiple disc running in oil. Hardened and ground steel plates.

Drive—Shaft drive, two universal joints, pressed steel torque arm.

Frame—Channel section pressed steel, 5-32-inch in thickness.

Ignition—Dual system with single set of spark plugs. Storage battery for starting.

Lubrication—Constant level splash system, operated by gear pump. Large sight feed on dash.

Horse Power—36 horsepower at 1000 feet piston speed.

Motor—Four cylinders cast en bloc, 4 1/4-inch bore; 5 1/4 inch stroke.

Rims—Continental quick detachable and demountable. One extra rim.

Starting Device—Chalmers patented compressed air starter, operated from the dash.

Springs—Front: semi-elliptic, 39 inches long, 2 inches wide. Rear: three-quarter elliptic, 45 inches long, 2 inches wide. Extra quality spring steel.

Steering Gear—Worm and gear type, extra heavy steering column, fully enclosed. Steering wheel 15 inches in diameter.

Tank Capacity—25 gallons gasoline.

Tires—36x4 inches all around. Tread—56 inches.

Transmission—Selective sliding gear type, four speeds forward and reverse. Anti-friction roller bearings. Special locking device for control lever.

Upholstery—First grade leather, pebble grained, blue-black, dull finished, stuffed with high grade hair. Turkish cushions 11 inches deep. All seats pitched 2 inches.

Valves—Nickel-steel inlet, cast iron exhaust; extra large diameter. Exhaust valves at side, inlet valves in tops of cylinders.

Wheels—36 inches in diameter; best second growth hickory; artillery type. Large steel hub flanges and extra heavy spokes. Rear wheels flange driven and with spokes bolted to brake drums. Wheel base—118 inches.

Color—Sterling blue body with black chassis. White nickel and black enamel trimmings.

Regular Equipment—Includes Gray & Davis electric lighting system, with special dash light; self-starter; Continental demountable rims (one extra rim); Warner speedometer; new type tire carrier; power tire inflater; gasoline pressure system with mechanical pump; floor covers; robe and foot rails; horn; pump; jack; full set of tools and tire repair outfit. Chalmers special lamp equipment with combination oil and electric side and tail lamps. Chalmers silk mohair top and special rain-vision windshield.

Denver Enters Car For El Paso-Phoenix Race

El Paso Course Better Than From Los Angeles

A LOZIER roadster, entered by G. L. Newcomb, Jr., of Denver, is the latest entry for the El Paso to Phoenix automobile race, to be run to the Phoenix fair out of El Paso on Nov. 3 over the Borderland auto route. The Denver Post says that Mr. Newcomb has decided to enter his car and that a factory man will drive it. He is to drive the car to El Paso and overland it here, preparing to enter it in the 500 mile race.

This is the farthest point from which an entry has been received, although Dallas and Waco owners are figuring about the event and plan to enter cars. These places are nearly as far as Denver.

Phoenix, Douglas, Wilcox and several other points in Arizona will have entries.

Inquiry was received this week relative to an entry from Midland. Dr. Callaway wants to enter a "40" with Gray Coggins at the wheel.

If all cars enter the race whose owners have declared their intention of entering, the race will be a hot one at the line when the signal is given to go.

Alfred Schuster, Will Marr, J. I. Marr, Chas. Bassett, W. R. Carr, R. H. Rinehart, the International Auto Co., O. H. Baum, are among the local people who have either made formal entry or expect to enter cars for the race.

they can be repaired. The people in all towns along the line have agreed to make any repairs found necessary by Mr. Rinehart and his committee, so that the best possible time can be made. All communities along the route are interested in advertising it as a fast course and the citizens have expressed a willingness to make repairs and do everything possible to insure that the race will be a success. The Herald is at the Phoenix fair to put up the signs along the route.

No Herald Car in Race.

G. A. Martin, of The Herald, will accompany Mr. Rinehart and his committee on the race, but he will not be on the pathfinding trip and with the racers. The Herald does not believe it the province of a newspaper to enter a race of this character and try to pull down the prize money, either with a word car or a car of its own. The Herald as a newspaper, believes its duty is to report the condition of the race just as it is, so that it can be depended upon by all who will cover the route. The report will be handled as is all Herald news, without bias or favor and the racers can rest assured that The Herald has no ax to grind except that it wants them to know it is fair. The Herald is giving all publicity possible to the race because it thinks it a good thing in many ways. The race will call attention to the Borderland highway, it will advertise and help the Phoenix fair and Arizona, and it will afford pleasing diversion to the people of El Paso during the month of November. The Herald will confine itself to printing a newspaper, and will not enter a car in the race in an effort to take a few hundred dollars away from private owners of cars entered in the race.

The Prices Good.

That the El Paso race, the first year of its existence, will be able to hang up a purse worth \$7000, is very gratifying to the committee in charge of the event, for the Los Angeles to Phoenix race, known as "the desert classic," will only have a total of about \$10,000 in prize, and this event is several years old and known all over the country and its entrance fee is \$200, double that of El Paso's race. In Los Angeles the prize was \$1000 already has been subscribed, with another \$1000 nearly ready to be added.

The contest this year will be officially known as the Los Angeles-Phoenix-San Diego Exposition Road Race. And the start will be at daybreak, November 2. The course will run to San Diego, then eastward through the Imperial valley and on to Yuma, where the night control will be at Yuma.

The finish will be at the Phoenix fair grounds, November 4.

Entry List Open.

These primary arrangements were completed last week, when G. Purdy Bullard, attorney general of Arizona, and "the father of the Phoenix road race," was in Los Angeles conferring with Leon T. Shettler, chairman of the committee in charge of the contest. At the same time the entry list was officially declared open.

As soon as he heard that chairman Shettler was ready to receive entries, Don Lee, Cadillac distributor, sent over his check for \$400 for entries Nos. 1 and 2. Lee was the first to enter the July 4 road race from Los Angeles to Sacramento. He has been a yearly entrant in the Phoenix race, and his sportsmanship has been rewarded by some remarkably consistent work on the part of the Cadillac.

Chairman Shettler expects the total entry list to reach 30. He says that San Diego is sure to enter at least 10, while Phoenix already has three ready. It is known he said, that there will be enough Los Angeles entries to reach the 30 total.

Among the cars which will go in from Los Angeles will be the two "12" Flats, Bullard was assured last week. Teddy Telford is sure to drive one of them. Barney Oldfield, who has shown his ability to drive any sort of a race at any time, also is looking forward toward the Phoenix, although he will not make any definite plans until after the Corona event.

Appersons to Race.

It is practically certain that the two Apperson racers will be in, and there is a determination about the Apperson camp to do things this time. Several drivers have been after the cars, but so far the cars remain "fancy free." There is some significant activity around the Cole also.

The starting of the race at daybreak is a popular move. Those who wish to see the start will arrive early enough to be there and it is figured that a larger crowd will give the farwell cheer to the racers this year than ever before.

"I confidently expect to see many more cars in the coming Phoenix than ever before," said chairman Shettler. "There is more early interest than formerly, and that is the reason for the entry list being opened up so soon. The various committees are hard at work on the purse money."

100 MILES ON FOUR GALLONS DISTILLATE

Motors are showing much interest in the tests being made with the hydrothermal system of carburetion for the use of heavy fuels. Recently a Ford car equipped with the device did 100 miles when the thermometer was 88 degrees in the shade on four gallons of distillate. There were four passengers in the car. The average cost was 28-10 mills per mile. This, it is asserted, is a world's record in low fuel cost.

MOTORCYCLE NOTES

After a number of tests in which every available means of communication between the different divisions of the army were used, the second division of the reorganized army now stationed at Galveston and Texas City, Texas, has decided upon the motorcycle as the most efficient and has ordered a number of machines for use in this service.

The motorcycle has become one of the most valuable assets of Joe Kuhlman, a ranchman near Olpe, Kas. Recently Mr. Kuhlman received a phone message from a ranch 30 miles away where he was pasturing a herd of cattle, saying that the salt supply was exhausted. Mr. Kuhlman immediately strapped a sack of salt to the luggage carrier of his motorcycle and in a short time made the 30 mile trip, which would have required all day with a horse.

Two English motorcycleists, Mr. Lowcock and Aubrey Selby, recently succeeded in riding their motorcycles over the top of Ben Nevis, which is 4,406 feet high.

There are 5,000 licensed motorcycles in Kansas, while Wisconsin boasts 5,111.

A motorcycle is used for collecting mail by the Worcester, Mass, postmaster.

F. A. M. membership card 24,900 has been issued to S. A. Maddison, Lynn, Mass.

Rene DeRuyver, of South Bend, Ind., has shipped his motorcycle to Belgium, where he expects to spend the next few months.

Walter Lincoln of Belvidere, Ill., rode his motorcycle to Mason, Mich., where he is spending his vacation.

Ray Henderson and Fred Schmid of Portland, Ore., recently rode their motorcycles to San Francisco, making the trip in six days.

With his season's crop of hay taken care of, Ed Goodman, a ranchman near Boise, Idaho, has started on a vacation trip on his motorcycle.

Dewitt C. Greizer, police custodian of Chicago, has just completed a 9,000 mile motorcycle tour of Europe.

England now has 132,245 licensed motorcycles and 175,247 motor cars.

George Barnard is on a 2,000 mile motorcycle trip which will include Minnesota, South Dakota, Montana and the Yellowstone National Park.

John R. Chase, of San Jose, Cal., says that one of the greatest improvements in the service since he has been postmaster is the addition of the motorcycle for collecting mail at night.

Mr. Chase says this greatly facilitates deliveries, making it possible to get the out of town mail ready for the evening trains.

Aside from the 250 mile Elgin race July Fourth, the largest event planned by any motorcycle club this year is the two day race meet to be held by the Rockford (Ill.) Motorcycle club August 16-17. Cash awards amounting to \$500 will be made to the winners.

Hupmobile

Hupmobile "32" Touring Car
\$1000 f. o. b. Detroit, Fully Equipped

Without a Peer in its Price Class

OUR announcement on the "32" long-stroke motor and its "20" runabout state that we believe the Hupmobile to be in its class, the best car in the world.

By this you will understand that we are not selling you a \$1500 car for \$1000 but that we offer you a car that, in its class, will serve you as well as any car that is produced on either side of the water.

No 1914 car at \$1000 can show you so many points of value as the "32" long-stroke motor, cast on block, with its wonderful pulling power and flexibility of action on high or low throttle.

No other car will show you all of its quality advantages, such as unit power plant, 13 inch disc clutch, 3 bearing crank shaft, circulating oiling system, full floating rear axle, high tension magneto, and automatic carburetor of international fame.

It will take you any place that the big car will go; climb any hill the big car will climb; and do anything the big car will do, except carry as many passengers.

It was designed to fill a particular need—the need of a popular priced inexpensive car, which should be just as good, just as sound, just as trustworthily as the best big car built.

Every part which contributes to power and speed and staunchness, is as fine in the Hupmobile as in the most expensive car manufactured. Every mechanic who works in the great Hupmobile plant is a mechanic of the highest skill. The same workmanship, the same high quality material, which goes to make up higher priced cars, is put into the Hupmobile. There are of course differences in size and excess luxury; but in engineering ideals and trustworthy materials—emphatically no.

We want you to see this car before deciding on the make you will buy. It will be a pleasure for us to give a demonstration at any time you desire. This is the only sure way you can judge of its merits.

CHALMERS MOTOR CO.

Corner W. San Antonio and Santa Fe Sts., El Paso, Texas. Phone 4970